

Message Text

UNCLASSIFIED

PAGE 01 VIENNA 00857 031032Z

12

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W

----- 004015

R 311604Z JAN 75

FM AMEMBASSY VIENNA

TO AMEMBASSY SOFIA

SECSTATE WASHDC 4682

USDOC WASHDC

INFO AMEMBASSY BUDAPEST

UNCLAS VIENNA 0857

E.O. 11652: N/A

TAGS: BEXP, GE, HU

SUBJECT: DEVELOPMENT OF THEMES FOR TRADE PROMOTION EVENTS IN
BULGARIA

BEWT FOR THOMPSON

REF: STATE 280446

1. AS PER REFTEL EWTC HAS DEVELOPED LIST OF 10 THEMES WHICH
APPEAR MOST WORTHY OF PROMOTION BY COMMERCE TRADE PROMOTION
VEHICLES/ EVENTS IN BULGARIA THROUGH END OF 1976. LIST IS BASED
ON ANALYSIS OF PUBLISHED INDUSTRIAL/TRADE INFORMATION ON BUL-
GARIA IN EWTC FILES, INTERVIEWS DURING PAST YEAR WITH U.S. AND
WESTERN EUROPEAN MARKETING SPECIALISTS AS WELL AS TRADE STATIS-
TICS. UNFORTUNATELY LIST COULD NOT BE VERIFIED BY INTERVIEWS
IN BULGARIAN MARKET OR ECONOMIC PLANS COVERING 1976 (WHICH WILL
BE FIRST YEAR OF NEXT FIVE-YEAR PLANNING CYCLE) NOT YET PUBLISHED.
FINDINGS MUST THEREFORE BE REGARDED AS TENTATIVE.

2. THEME LIST INCLUDES 12 CATEGORIES IN ORDER TO PROVIDE 10
EVENT THEMES AS REQUESTED BECAUSE 2 OF LEADING THEMES FOR U.S.
TRADE DEVELOPMENT TO BULGARIA DO NOT LEND THEMSELVES TO
COMMERCE-SPONSORED TRADE EVENTS AND IT IS RECOMMENDED THAT
THEY ONLY BE BROUGHT TO ATTENTION OF U.S. INDUSTRY AS OP-
PORTUNITIES.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 VIENNA 00857 031032Z

3. FOLLOWING THEME LIST IS RANKED ACCORDING TO ESTIMATED

POTENTIAL FOR INCREASED U.S. EXPORTS TO BULGARIA AS FOLLOWS:

(A) THEME TITLE (B) ESTIMATED POTENTIAL FOR INCREMENTAL U.S. EXPORTS TO BULGARIA ANNUALLY AND (C) RECOMMENDED U.S. DEPT. OF COMMERCE EVENT OR ACTIVITY (TRADE EXHIBITIONS ARE RECOMMENDED FOR SEVERAL OF THE IMPORTANT THEMES BECAUSE IT APPEARS THE MOST TECHNICAL SALES SEMINARS OR SPECIALIZED TRADE MISSIONS AS WELL).

FIRST, (A) CHEMICAL/PETROCHEMICAL PROCESSING EQUIPMENT AND INSTRUMENTATION. (B) \$ 2.0 MILLION. (C) EXHIBITION AND TECHNICAL SEMINAR, OR EMPHASIS ON THEME IN BROAD GENERAL INDUSTRIAL TRADE FAIR.

SECOND, (A) FOOD PROCESSING AND PACKAGING EQUIPMENT. (B) \$1.8 MILLION. (C) EXHIBITION AND TECHNICAL SEMINAR OR EMPHASIS ON THEME IN BROAD GENERAL INDUSTRIAL TRADE FAIR.

THIRD, (A) TELECOMMUNICATIONS EQUIPMENT. (B) \$1.7 MILLION. (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION) OR EMPHASIS ON THEME IN BROAD GENERAL INDUSTRIAL TRADE FAIR BECAUSE ONLY SELECTED AND LIMITED TYPES OF U.S. PRODUCTS WITH GOOD MARKET POTENTIAL ARE FREE OF COCOM CONTROL.

FOURTH, (A) OFFICE MACHINES (INCLUDING COMPUTERS). (B) \$1.5 MILLION. (C) SMALL EXHIBITION (20-25 FIRMS) AND TECHNICAL SEMINAR OR EMPHASIS ON THEME IN BROAD GENERAL INDUSTRIAL TRADE FAIR.

FIFTH, (A) INDUSTRIAL PROCESS CONTROL AND MEASURING INSTRUMENTS. (B) \$1.5 MILLION. (C) EXHIBITION AND TECHNICAL SALES SEMINAR EMPHASIZING INSTRUMENTS FOR CHEMICAL, METALLURGY AND ELECTRIC POWER INDUSTRIES - OR EMPHASIS ON THEME IN BROAD GENERAL INDUSTRIAL TRADE FAIR.

SIXTH, (A) ELECTRIC POWER AND DISTRIBUTION EQUIPMENT. (B) \$1.3 MILLION. (C) NO EVENT, BECAUSE NUMBER OF U.S. SUPPLIERS TOO LIMITED AND PRODUCTS WITH MARKET POTENTIAL TOO SPECIALIZED. SUGGEST INSTEAD BEWT/TAD AND EMB SOFIA COMMERCIAL SECTION ADVISE U.S. FIRMS OF OPPORTUNITY.

SEVENTH, (A) MATERIALS HANDLING EQUIPMENT. (B) \$1.2 MILLION (C) NO EVENT BECAUSE NEARLY ALL PRODUCTS WITH MARKET POTENTIAL ARE PART OF PRODUCTION SYSTEMS FOR OTHER THEMES, SUCH AS FOOD PROCESSING AND PACKAGING EQUIPMENT, CHEMICAL/PETROCHEMICAL EQUIPMENT, MACHINE TOOLS, CONSTRUCTION EQUIPMENT, ETC. SUGGEST INSTEAD TRADE PROMOTION AS PART OF THEME IN WHICH USED, AND BEWT/TAD, EMB SOFIA ADVISE SELECTED U.S. UNCLASSIFIED

UNCLASSIFIED

PAGE 03 VIENNA 00857 031032Z

FIRMS OF OPPORTUNITY.

EIGHTH, (A) METALLURGY EQUIPMENT AND INSTRUMENTATION. (B) \$0.7 MILLION. (C) TECHNICAL SALES SEMINAR OR EMPHASIS ON THEME IN BROAD GENERAL INDUSTRIAL TRADE FAIR.

NINTH, (A) MACHINE TOOLS FOR METALS. (B) \$0.6 MILLION. (C) TECHNICAL SALES SEMINAR OR EMPHASIS ON THEME IN BROAD GENERAL INDUSTRIAL TRADE FAIR.

TENTH, (A) CONSTRUCTION AND MINING MACHINERY. (B) \$0.6

MILLION. (C) TECHNICAL SALES SEMINAR OR INCLUSION OF MACHINERY IN BROAD GENERAL INDUSTRIAL TRADE FAIR, BECAUSE ONLY SELECTED, SPECIALIZED AND VERY LARGE MACHINERY APPEARS TO HAVE GOOD MARKET POTENTIAL IN BULGARIA.

ELEVENTH, (A) ELECTRONICS COMPONENTS AND TEST INSTRUMENTATION, (B) \$0.5 MILLION. (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION) BECAUSE ONLY SELECTED AND LIMITED TYPES OF U.S. COMPONENTS/INSTRUMENTS WITH GOOD MARKET POTENTIAL ARE FREE OF COCOM EXPORT CONTROL TO EASTERN EUROPE. TWELFTH, (A) MEDICAL INSTRUMENTATION AND EQUIPMENT. (B) \$0.5 MILLION. (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION).

4. EWTC HAS NOTICE OF ONLY TWO BULGARIAN SHOWS WHICH COMMERCE MAY WISH TO CONSIDER FOR OFFICIAL PARTICIPATION DURING 1975-76. THESE ARE:
PLOVDIV INTERNATIONAL SAMPLE FAIR (ANNUAL) SEP 3-10, 1975
AND SEPTEMBER 1976.

5. EWTC HAS DISCUSSED CONTENTS THIS MESSAGE WITH EMB SOFIA AS REQUESTED REFTTEL AND WE UNDERSTAND THEIR COMMENTS WILL BE MADE IN SEPARATE TELEGRAM.HUMES

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975VIENNA00857
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750038-0652
From: VIENNA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975011/aaaaaaeb.tel
Line Count: 137
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 280446
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 01 DEC 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 DEC 2003 by ThomasVJ>; APPROVED <30 DEC 2003 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: DEVELOPMENT OF THEMES FOR TRADE PROMOTION EVENTS IN BULGARIA
TAGS: BEXP, GC, HU
To: SOFIA COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006